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<p>(21) International Application Number: PCT/US98/01515 (22) International Filing Date: 28 January 1998 (28.01.98)  (30) Priority Data: 08/794,387 6 February 1997 (06.02.97) US</p> <p>(71) Applicant: PERSONALOGIC, INC. [US/US]; 7535 Metropolitan Drive, San Diego, CA 92108 (US).</p> <p>(72) Inventors: SAMMON, Thomas, M., Jr.; 4838 Sussex Drive, San Diego, CA 92116 (US). SCURLOCK, Bradley, W.; 3979 Caminito Divila, San Diego, CA 92122 (US).</p> <p>(74) Agent: HAYNES, Mark, A.; Wilson Sonsini Goodrich &amp; Rosati, 650 Page Mill Road, Palo Alto, CA 94304-1050 (US).</p>		<p>(81) Designated States: CA, GB, JP, NO, European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE).</p> <p><b>Published</b> <i>With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i></p>	
<p>(54) Title: CONSUMER PROFILING SYSTEM WITH ANALYTIC DECISION PROCESSOR</p> <p>(57) Abstract</p> <p>A system which processes information to identify product choices within a product domain for a user, presents structured data concerning attributes of products in the product domain to the user in a readily understandable and efficient manner, allowing the user to make the best choice according to his or her own personal profile. A user interface (20, 21 and 22) presents a sequence of input prompts to the user to gather preference and requirement data for a plurality of attributes of products in the product domain. A decision engine (10) is coupled to the user interface (20, 21 and 22) and filters the product domain to present a set of products according to the gathered preference and requirement data as product choices to the user.</p> <pre>graph TD; US1[User Station 20] --- INTERNET((INTERNET)); US2[User Station 21] --- INTERNET; US3[User Station 22] --- INTERNET; US4[User Station 23] --- INTERNET; DE[Decision Engine Server 10] --- DA[Domain Attribute Set 24]; DE --- DP[Domain Product Set 25]; DP --- UP[User Profile 27]; UP --- ARP[ATTRIBUTE REQUIREMENTS AND PREFERENCES]</pre>			